

# **Preston University**

## **Abstract of Graduation Thesis for the Degree of Doctor**

### **The research of modern harbor logistics economy**

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### ----Abstract----

Since the human society has the activity of merchandise trade, logistics has had accompanied it in the economic activity of the mankind exists logistics. Its activity influences the development course of the economic activity. Therefore, we may say that the economic activity of society is conducted and developed in the logistics system. Consequently, it naturally becomes an important organic part and key basis that people pays more and more attention to apologetics and make serious study of logistics. Only seriously studying logistics and its operation system of all the various aspects, environment and operation conditions etc, can we accurately realize own position in the enterprise competition and make the scientific and reasonable development strategy of logistics, and then promoting the formation and completion of its environment.

After our country's access to WTO, the competition situation has become grimmer. As for the port logistics enterprise of our country ,which have just begun to develop , with the all-round openness of the port to the outside world ,facing the old brand port logistics enterprise of the developed countries in the world , relying on advanced logistics equipments and installations , logistics technology and logistics ideology ,and with the operation experience of the port logistics management ,they are aiming at the huge port logistics market—china , eager to have a try .In these circumstances , in order to exist and develop we must make thorough study of the port logistics enterprise .

? ? The importance of studying the port logistics economy theory to the modern comprehensive logistics economy development .

Entering into the 21-century, with the global integration and the development of new economy, the environment of existence and development of the enterprise has become more complex, the era of the high-speed development of logistics in the whole globe will come. In order to establish the superiority, the enterprise must continuously adopt new idea and technology and excavate the “dark continent” in the logistics field. The development level of logistics has become the important marks of measuring the comprehensive capability of one country .Modern logistics as an advanced organization form and management technology is a high-level form of logistics compared to traditional logistics. It organically combines many links (departments): transportation , ware housing , packing , handling , loading, unloading, distribution, agency, consultation, circulation and processing raw procurement etc ., thus forming a complete supply chain and providing the multi-function and integration service for customers . It makes the original single separated logistics departments transform into an integrated logistics industry, forming a system engineering of trans-profession, trans-department, trans-region, trans-ownership, noun trans-boundary. In the operation process taking the high quality servile as aim ,placing the high technology network in the lead , market as support ,structure and operation integration as guarantee , enterprise as main body ,consequently ,it can raise the efficiency and circulation speed , economize time and space ,reduce intermediate links and costs ,realize the resources optimization allocation, raise the quality of economy operation ,promote enterprise

reform and development , give impetus to the fundamental transformation of the economic structure and economic growth mode . Evidently, the modern logistics is an advanced organization mode and management technology and the direction of logistics industry evolution and necessary requirement of the development of society.

In recent years, with the sustained, healthy and speedy development of the national economy and access to WTO of our country, the governmental departments, academic circles and enterprise circles give emphasis to the modern logistics. Especially, after entering the year 2002, the modern logistics becomes a hot field like network economy, ERP and so on. The modern logistics is a comprehensive service system which grows under the conditions of economy globalization and take transportation as a main link .The port for itself is an important node in the transportation network. In such an era background, how to broaden and improve comprehensive service functions of our countries port's and infuse the idea of the modern in logistics in the port's functions has become the hot topic in the port and logistics development research.

Just as logistics economy is a development concept, which experiences the deduction process of the traditional logistics, modern logistics and even comprehensive logistics, port economy also exists a developing delimitation mode .This paper holds that port economy also can divide into traditional port economy and modern port economy. Because in the traditional economy, trade and transportation have not been integrated. Its production and trade are regarded as two separated elements while transportation has been divided into many processes .Therefore, the port only performs the functions of loading and unloading, quitting production, trade and transportation. The traditional economy mainly centers in own natural conditions of the port and its position. The port pays more attention to the competition in the hardware system such as deep water berths ,deep water channels and quantity of specialized berths and so on .The port service still remains in the traditional operation sphere of loading and unloading , warehousing and transfer service etc . with the advancing of accomplish in the market orientation reform and improving of market economy and deepening of economy globalization.This kind of development model and competition mode more and more becomes main obstacle of impeding further scale development of the port economy .

The traditional port development model ignores the content coverage of the comprehensive logistics ,making the modern port logistics system incapable to form a unified information standard and service indent guide , and leading to incapability of detailed and clear expounding of most contents' interpretation of the modern logistics system . All kinds of reference books, research documents, textbooks etc. about the modern logistics mostly are a comprehensive introduction to the system management, design and operation mode of the modern logistics. It is superficial exposition and research of the structure system, management mode, activity composition, support system and development trend of the modern logistics. This makes whole logistics research theory impetuous and plain and lacks full theory support and operation index of logistics development and integration , and then evidently influences the development process of the modern logistics .These expounded theories of logistics research , although they always involve the important role of the port in the modern logistics development ,

but most of them superficially touch it and few can make deep analysis and exploration, thus it is liable to some limitations. This kind of rudimentary theory's publishing only can make popular introduction to the modern logistics, lacking correspondent theory support and using the experience for reference. Logistics is a new frontier discipline, half century ago it began to develop. In addition, the market economy of our country develops later, still in the stage of exploration and imitation. It is a newly-rising industry, consequently, cognition of this is liable to be biased. Therefore, from the microscopic level we make deep analysis and detailed study of the feasibility of the module operation and its method and model in the logistics composition and on this basis inter-module integration is made. This is an important catch in point and basic foothold. The paper holds that the economy globalization makes the modern logistics develop rapidly. As an important node of the whole logistics system, the port is the key of forming and improving regional logistics system. Studying the port's logistics development as main module is an important summary of its experience and theory of the modern logistics to make study of the modern logistics economy is an important subject at present.

The port as an important link in the logistics system is the transformation hub of different means of transportation. Introducing the idea of the modern logistics in the port development is helpful to improve the role of the port in the operation of whole social economy. Because the port has the logistics functions integrating the tangible goods, technology, capital and information, apart from continuing to retain the strong function of collecting and distributing the tangible goods in the intended trade and further raising its collecting and distributing efficiencies, whether the port can provide all-round, high efficient comprehensive logistics service begins to become an important factor measuring the port's international competitive power. The port as a communication hub connecting water channels, highways, rail roads and the "corridor" of the foreign trade plays a decisive role in one regional modern logistics chain. The experience of some port cities' development prove that utilizing the position superiority of the port and forming the complete and developed logistics networks is the key relying on the port cities and regions to increase the functions of bi-directional radiations. Complete logistics service is helpful to reducing the transaction cost and attracting more customers and resources to concentrate in the port, meanwhile, it is liable to pulsing the industries which have links with the port and navigation industries to gather in the vicinity of the port, fueling the regional economic growth by multiplier effect.

? ? The train of thought and method of research and main creative points.

(? ) The train of thought of research

This paper makes analysis of its core system from four levels, applying the method of theory progression and repetitive demonstration, and penetratingly studying feasible modes and operation means of the port logistics economy.

1. The first analysis level is making the survey of document theory, comprehensive utilizing theory system, from the angle of the second positioning of the port production and management of modern logistics development, analyzing the important role of the port in the modern logistics and putting forward the definition of the modern port logistics anomaly. The paper holds that the modern port logistics integrates commodity flow, information flow, capital flow, talent flow into

one it has developed into the present logistics center loading and unloading + transportation +storing + stuffing and stripping +warehousing management + processing +information processing from a pure “ loading and unloading” center (loading and unloading + transshipment) via “ distribution center ” (loading and unloading + transshipment + storing + warehousing management + processing) .The repositioning of the port’s production and operation activity make necessary change and transformation of the functions of all production composition factors . Old production mode should change accordingly.

The second analysis level is making study of china’s logistics market and prospecting it, interpreting the motive of china’s developing the logistics economy , studying development mode of the international logistics economy, and utilizing the method of comprehensive computation ,we may seek the development train of thought suiting china’s port logistics economy . The paper holds that owing to the difference of national conditions, on the premise that the subject of basic development train of thought has been determined, china should fully utilize its comparative superiority and competition superiority to develop the modern port logistics economy suiting the condition of china.

The third analysis level is utilizing the theoretic content of the second level and applying multi –disciplinary crossing theory, the theory on developing china’s port logistics economy we expound theoretically developing china’s port logistics economy from many directions and positions. The role which the port plays in the regional logistics development is expounded by utilizing the modern logistics theory comprehensively. This paper makes analysis about how to rely on the port hub and establish the correspondent logistics base and logistics park , putting several modes of china’s developing port logistics economy and denying the unified mode in the modern logistics development .It also utilizes the theory support and theory innovation to expound different positioning of the different ports in the modern logistics development , providing the function index for all kinds of ports to develop the modern logistics economy .

The fourth analysis level is aiming at the china’s logistics market which has a good prospect and facing the possible transnational competition .The paper puts forward the development strategy and tactics of china’s port logistics economy and seeks correspondent countermeasures and suggestions on the basis of fully expounding the mode of the modern port logistics economy suiting the condition of our country. With the support of concrete operational theory, the correspondent measure is put forward to comprehensively sum up the theoretical train of thought of the whole paper. Some concrete and main conclusions and discoveries are reflected in the content of 10 chapters.

Chapter one starts to deal with the documentation survey of the logistics concept , taking the logistics evolution course as a pitching – in point of this paper .The aim of analyzing the influence of the modern logistics on the international trade lies in establishing analysis framework and leading to showing the important role of the port in the modern economic and trade activity and the logistics system , on this basis it puts forward the definition of the concept of the port logistics economy .

On the principle that historic logic corresponds with theoretic logic, the second chapter with emphasis analyses the development of china’s logistics market and china’s port logistics

economy. It also analyses the potentialities of china's logistics market and the future development trend and puts forward the motive of developing the logistics economy, and describes the development process of china's port logistics economy.

Following the expounding of the process of china's port logistics economy, this paper goes to comprehensively introduce the development of the international port logistics economy in the third chapter. It mainly analyses the developments of the port logistics economy of the New York port , U.S.A , Rotterdam port of Europe and the ports o Japan in Asia , and offers suggestions as to the internationalization tactics of china's port logistics economy so as to promote the training and forming of the strategy thinking of the globalization of port logistics industries .

On the basis of description, analysis and drawing on the experience of the port logistics economy at home and abroad, the forth chapter of this paper mainly criticizes and analysis's recognition and operation misconceptions in developing the logistics economy, indicating that only if we fully utilize cooperative superiority and competitive superiority we will not go astray and miss the moment of development, and miss the moment of development. The paper also study and analyses strange management of the port logistics economy.

Concerning the concrete operation of the port logistics economy, separately applying the virtual theory of management, fusion theory of industry and E-business technology to combine with the operation of the port logistics economy, chapters 5, 6, 7 in this paper in detail analyses the necessity and possible way of developing the port logistics economy .It provides theory index value for different kinds of modes of the port logistics management enterprises.

Facing the port distribution pattern of different kinds of china's wide regional distribution, chapter 8 deals with the development modes of china's port logistics economy, making a study of the development mode of joint –chain competitive of the main line hub port feeder line non-hub and inland center city in the port logistics economy.

Chapter 9 deals with strategy thinking about china's port logistics economy facing transnational competition, analyzing the strategy motive of the transnational competition group entering china's port logistics industry, and studying and analyzing of the competition state, of china's port logistics economy in the transnational competition conditions situations, putting forward the strategy of integrity of china's port logistics in the situation of transnational competition.

Chapter 10 deals with the countermeasure and suggestion of developing china's port logistics economy. Concretely speaking it is the countermeasure and suggestion about how to develop china's port logistics economy sustainable, and in a coordinated way in the light of the basic conclusion and study prospect of this paper.

(? ) Study method .The stipulation of the study method depends on the subject of study , and the problem to be studied .

Although the important role of the port in the modern logistics theory is expounded, mostly related theory proofs and case supports are lacking. Because logistics concerns many aspects, adopting a single study method can not satisfy the need for studying .Therefore, the paper adopts following methods:

(1) Applying materialist dialectics that advocates Marx to divide the ports of our country in

to different kinds and negate the practice of developing the modern logistics industry simultaneously and wholly, scientifically deriding the development stages and development focal points in a planned way.

(2) Using the investigation and statistics gathering scientific data to enrich own theory and viewpoint.

(3) Using case analysis and concise graph analysis to express own theory basis.

(4) Using the study method of multi-discipline crossing , including enterprise management , strategy management , logistics theory , supply chain theory , network theory , module theory , distribution theory , industry fusion theory , international trade , international settlement , international sea freight to make theoretical integration .

Making multi-level analysis of all development links of the port logistics economy.

Port logistics economy.

(5) Combining study systematic ness and importance

We must limit to a study system and give emphasis to comprehensiveness and completeness while analyzing the problem. We must avoid attending to each and every aspect and give prominence to the key points.

This paper gives emphasis on combining the both, because the study of the port logistics is influenced by many factors. If all problems are included in this frame, it is unrealistic .Therefore, this paper puts emphasis on studying sine core problems.

(? )The main innovative points of this paper

This paper's innovative points mainly center on the theory. It concretely finds expression in the following points.

(1) Applying the theory of modular integration in the study of logistics economy and putting forward the concept of the port logistics economy.

(2) Introducing the industry fusion theory into the analysis of the port economy, and applying the concepts and theories (value chain, supply chain, strategy alliance and competition strategy etc.), hence it provides a new field of vision for developing the port logistics economy.

(3) Analyzing the related theory on the development of port logistics economy at present, negating the proactive of developing simultaneously and everywhere and putting forward own viewpoint of developing the port logistics economy.

(4) Analyzing the relationship of comparative superiority, competition superiority and the port logistics economy, negating the unified model of developing the port logistics and on this basis putting forward the development trend difference of the regions and functions etc. of the port logistics economy.

(5) The present logistics theory study is extended from macroscopic comprehensive study to microscopic modular study, applying the logistics theory in module integration, strengthening theoretical operation ability.

(6) In some chapters putting some new concepts, such as the port logistics economy, net working operation oligarch and port logistics supply chain management etc.